

United States Department of State

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DRAFT OUTLINE
PUBLIC DIPLOMACY ACTION PLAN

I. Statement of Purpose (one paragraph)

Brief statement of the objectives of the U.S. public diplomacy strategy. Relate them to specific foreign policy goals.

II. Background (two paragraphs)

Provide an overview of the historical background and operative political/economic conditions in which the public diplomacy action plan would be carried out. What is climate of opinion surrounding issues? Who are you trying to influence and to what end?

III. Key Issues and Responses

This section should list each key issue in your area facing the U.S. and our responses to it.

IV. Activities and Measures

Using as a basis our foreign policy goals, state how they will be supported by public diplomacy activities, specifying:

A. Themes to be highlighted

- B. Information programs, including publications, speakers, and use of print and electronic media:
- Domestically by region
 - Internationally by country and region

- C. Participation by private groups:
- Non-governmental political groups
 - NGO's
 - Foundations

D. Potential Funding

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